

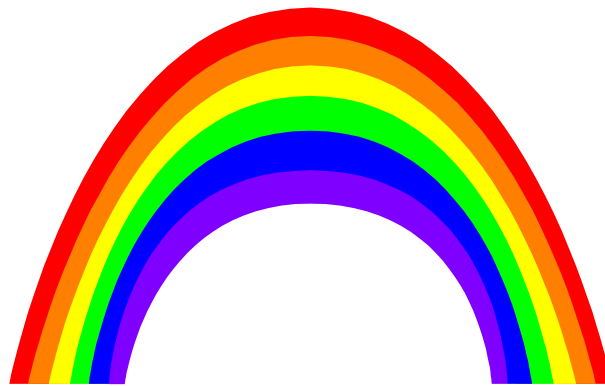
# INFORMATION EXCHANGE

April 2000

## Resources for JTPA and WtW Programs

### Contents

<i>Workforce Development Update</i>	2
<i>California Workforce Investment Board Approves Revised Workforce Investment Act Plan</i>	3
<i>WIA Youth Guidance Released</i>	3
<i>Workforce Investment Act of 1998</i>	3
<i>WtW Program Successfully Addresses Language Barriers</i>	4
<i>Governor Announces WtW 15 Percent Awards</i>	4
<i>LA County Conducts Effective WtW Marketing Effort</i>	4
<i>SELACO PIC Receives DOL Customer Choice Grant</i>	5
<i>Labor Market Information for Economic Development</i>	5
<i>Madera Opens One-Stop Facility</i>	5
<i>Check It Out!</i>	6
<i>April Calendar</i>	7



## Discover the ETN!

**You'll find our services  
to be as good as gold!**



The Employment Training Network (ETN) has resources available to help you implement your workforce development programs in compliance with the Workforce Investment Act (WIA).

Our consultants will assist you in a variety of areas, including strategic planning, customer satisfaction, and integration of One-Stop services. We can also provide assistance with your Welfare-to-Work programs. All at little or no cost to your agency.

We will arrange for travel reimbursement if you are interested in visiting other agencies to get first-hand knowledge of their programs. And, we have more resources in our lending library than the colors in the rainbow! (See Page 6 for a listing of our latest items.)

Please call (916) 654-8896 and let the ETN be your pot of gold at the end of the rainbow!

## Workforce Development Update

### Critics are Raving About Special Populations Regional Forums!

The Capacity Building Unit (CBU) of the Employment Development Department (EDD) Workforce Investment Division (WID) has been providing *Working with Special Populations* in regional forum settings to very receptive audiences.

These two-day interactive forums are intended for Service Delivery Area (SDA) frontline staff and supervisors, service providers and One-Stop partners. They focus on six participant populations: drug and alcohol dependency, learning and physical disabilities, mental health issues, domestic violence, and non-custodial parents.

Recent comments from forums conducted in Riverside and Tulare Counties include: "I liked the format because the first day gave an overview of all the topics and then the second day you were given the choice of topics to learn more." Others appreciated "the vast amount of information presented." "It was interactive and informative - an eye opener." "Overall, great. One of the better training seminars attended."

If your agency would like to host a forum, please telephone Michelle Haakenson at (916) 654-9815.

For a listing of training currently being offered by the CBU visit: [www.edd.ca.gov/jtpacb.htm](http://www.edd.ca.gov/jtpacb.htm).

### The Eleventh Hour is Almost Here!

The California Workforce Association's (CWA) Spring Conference, *The Eleventh Hour*, will be held in San Diego on April 19-21, 2000.

CWA's Spring Conference is the largest workforce development conference in the Western United States. Join over 1000 workforce development practitioners to discuss the Workforce Investment Act, new Youth Initiatives, Welfare-to-Work, the labor dynamics of the New Economy and a Bunch-of-Other-Stuff-you-Need-to-Know!!!

For more information, call (916) 325-1615 or visit [www.calworkforce.org](http://www.calworkforce.org).

## Mark Your Calendars!

### Service Delivery Area (SDA) Quarterly Meeting

San Diego-April 18, 2000

Contact: Jim Scholl (916) 657-4610

### California Workforce Association (CWA) -

*Spring Conference*

San Diego-April 19-21, 2000

Contact: (916) 325-1615 or visit

[www.calworkforce.org](http://www.calworkforce.org)

### California Association for Local Economic Development (CALED) -

*Annual Economic Development Conference*

San Diego-April 19-21, 2000

Contact: (916) 448-8252 or visit [www.caled.org](http://www.caled.org)

### Milt Wright & Associates and California Workforce Association (CWA) -

*30 Ways to Shine as a New Employee*

San Diego-May 1-2, 2000

Contact: (800) 626-3939; (818) 349-0858 or visit

[www.miltwright.com](http://www.miltwright.com)

### John Chamberlin & California Workforce Association (CWA) - *Managing Under WIA and Individual Training Accounts (ITA)/Skills Grants*

Los Angeles-May 17-18, 2000

Fresno-June 7-8, 2000

Contact: (916) 325-1615 or visit

[www.calworkforce.org](http://www.calworkforce.org)

### National Association of Workforce Development Professionals (NAWDP) -

*Blazing the Trail for Professionals*

Reno, NV-May 21-24, 2000

Contact: (202) 887-6120 or visit

[www.nawdp.org](http://www.nawdp.org)

## California Workforce Investment Board Approves Revised State Workforce Investment Act Plan

The California Workforce Investment Board (State Board) conducted their second meeting in Sacramento on March 15, 2000.

Previously, the State Board had approved the release of the draft State Workforce Investment Act Plan on January 28, 2000, for review and comment. Following that meeting, a series of six public meetings were held throughout California in the month of February to receive public comment on the draft State Plan.

Additionally, the State Board website ([www.calwia.org](http://www.calwia.org)) provided online access to facilitate comment on the draft Plan. Comments were also received via e-mail, in writing and by fax. In total, over 200 individuals commented during the process. Public comment on the draft plan closed on February 28, 2000.

The purpose of the public comment process was to assist the members of the State Board to finalize the draft State Plan. The comments were sorted by plan section, summarized into themes and, as appropriate, the plan was revised.

After discussion, the Board then approved the following, with revisions, at their March 15 meeting:

- \* Proposed State Board committee structure;
- \* Proposed State Board by-laws; and,
- \* Strategic Five-Year State Workforce Investment Plan for Title I of the Workforce Investment Act and the Wagner-Peyser Act.

The final State Plan will be posted on their website ([www.calwia.org](http://www.calwia.org)) by April 1, 2000.

## WIA Youth Guidance Released

On January 31, 2000, the Department of Labor released Training and Employment Guidance Letter (TEGL) 3-99 providing Program Guidance For Implementation of Comprehensive Youth Services Under the Workforce Investment Act During the Summer of 2000. The TEGL provides guidance on program design, participant

transition, continuous quality improvement, follow-up services, leveraging of resources, and performance requirements.

This TEGL may be viewed by selecting Information Bulletin B99-65 at the following web site: [www.edd.cahwnet.gov/jtpabu.htm](http://www.edd.cahwnet.gov/jtpabu.htm)

## Workforce Investment Act of 1998

The federal Workforce Investment Act of 1998 (WIA) provides the framework for a national workforce preparation and employment system to be implemented by July 1, 2000. Workforce investment activities authorized by WIA are provided at the local level to individuals in need of those services including job seekers, dislocated workers, youth, incumbent workers, new entrants to the workforce, veterans, persons with disabilities, and employers. WIA services are provided through the one-stop delivery system centers which provide a full range of services including employment, training, and education services for job

seekers, and comprehensive employer services including resources for placing job orders and obtaining referrals, labor market data, information/referral on training resources, and business assistance. The State Workforce Investment Board (State Board) is the Governor's advisory body and assists the Governor in planning, coordinating, and monitoring the provision of programs and services under the WIA. To obtain more information, you may visit the following web sites: [calwia.org](http://calwia.org); [www.edd.cahwnet.gov/wiaind.htm](http://www.edd.cahwnet.gov/wiaind.htm); [usworkforce.org](http://usworkforce.org)

## Welfare-to-Work

### **WtW Program Successfully Addresses Language Barriers**

With funding received from the Governor's Discretionary Welfare-to-Work (WtW) 15% grant, The Learning Center of Tehama County is operating the highly successful *Language Immersion Vocational Program*.

This program uses a strategy of teaching job specific English at the work site and reinforcing this in the classroom. This strategy has resulted in moving non-English speaking individuals into unsubsidized employment in a relative short period of time.

The participant is assigned a bilingual job mentor and an English conversational tutor. The bilingual mentor accompanies the participant to the work site and develops a language curriculum specific to the work site along with vocabulary needed to use public transportation and public phones. A digital camera is used to record any on site instruction that needs to be learned or reinforced. All words, phrases, and sentences are integrated into sessions with the conversational tutor and in the classroom.

The participant spends 8 to 10 hours a week practicing English either with the tutor or in a small classroom setting. Within approximately three weeks the bilingual mentor no longer accompanies the participant to the job site, but is still available for support. As the participant's language ability increases, interviewing skills are implemented into the curriculum. Practice interviews are set up with various business partners in the community.

Within six weeks of the inception of this program all 5 of the original participants were employed in unsubsidized jobs. Some of the jobs were seasonal, however, all of the participants have remained employed for 7 months, since their first unsubsidized job. One of the participants accepted a position as trainer in a business opening a new facility to start March first.

For more information on this unique WtW program, you may call Dana Schnell, Learning Center of Tehama County, at (530) 527-0188 Ext. 17, or send an e-mail to [lctc@snowcrest.net](mailto:lctc@snowcrest.net).

### **Governor Announces WtW 15 Percent Awards**

Governor Gray Davis has announced grants to 22 agencies that will receive more than \$16.1 million in federal Welfare-to-Work (WtW) funds distributed through a competitive grant process announced in April 1999.

The Employment Development Department (EDD) issued a Solicitation for Proposal in April 1999 making the Governor's WtW 15 Percent Grant funds available to private, nonprofit, for-profit organizations, and public entities. The EDD received 146 applications totaling over \$180 million.

The purpose of the Governor's WtW 15 Percent Grant funds is to target exemplary projects that move hard-to-employ California Work Opportunity and Responsibility to Kids recipients into lasting unsubsidized jobs. Information regarding the Governor's WtW 15 Percent Grant funds, including a list of the 22 agencies receiving awards, is available on the EDD Web site at:

[www.edd.ca.gov/wtows15.htm](http://www.edd.ca.gov/wtows15.htm)

If you have any questions, please contact the EDD WtW Coordination Unit, at (916) 654-7961.

### **LA County Conducts Effective WtW Marketing Effort**

With input from the Los Angeles County One-Stop Career Centers and other Welfare-to-Work (WtW) contractors, a flyer was developed and mailed to 10,000 WtW eligible Temporary Assistance to Needy Families (TANF) recipients on December 3, 1999. This direct mailing was the "kickoff" for the WtW applicant recruitment and marketing campaign at the Service Delivery Area (SDA) level. The Department of Public Social Services (DPSS) furnished a list containing 14,000 names, phone numbers, and addresses of TANF recipients who had been on cash aid 30 months or more and working full-time.

With such an excellent response from this mailing, the 15 Los Angeles County One-Stop Centers are planning to conduct direct mailings from newly generated lists from DPSS.

For more information on this marketing effort, please call Vicki Doolittle at (213) 738-3081.

## Individual Training Account Grant

### **SELACO PIC Receives DOL Customer Choice Grant**

The Southeast Los Angeles County Private Industry Council (SELACO PIC) is one of only 13 national grantees to share in a \$6.4 million U.S. Department of Labor program to begin introducing customer choice as part of the newly legislated job training system.

Under the new federal Workforce Investment Act (WIA), which goes into effect July 1, 2000, all adults who seek federally-funded job training will be able to choose from an expanding database of eligible program and service providers, and pay for that training using Individual Training Accounts (ITAs). The grant money will help SELACO PIC develop the critical tools necessary for customers to research occupations and job openings in a local area, and to improve program outcomes by linking customer choices for training with employer demand for skilled workers.

This unique ITA voucher system will make choosing job training more customer-driven, accessible, and accountable. Customers will be required to go through a professional job skills assessment and career plan development

before being issued an Individual Training Account. And they will be provided with up-to-date information on the entire range of training and financial support options available to them. Assistance, advice, and counsel will also be available through on-site career development specialists.

This Department of Labor demonstration program is intended to find the most innovative and effective ways of providing re-employment assistance and training to eligible adults. Since SELACO PIC has been at the forefront of customer-choice and One-Stop service delivery with our highly successful Career Centers and Urban Villages, we are already well on track to implementing the new WIA guidelines.

For more information, please contact SELACO PIC at (562) 402-9336. Or visit our web site at [www.selaco.com](http://www.selaco.com).

## Worthy Web Site

### **Labor Market Information for Economic Development**

By Greg Case, Labor Market Information Division

A new web page designed to meet the needs of California's local economic development community was introduced by the Employment Development Department's (EDD) Labor Market Information Division (LMID). The site, called "Labor Market Information for Economic Development," is available on the Internet at [www.lmi4ed.ca.gov](http://www.lmi4ed.ca.gov).

The information is provided in a user-friendly format and covers current industry levels and trends, the future outlook by occupation, wages, and labor force data by county. Economic developers can use the site to attract new employers to their area, help existing businesses grow, and allow employers to learn more about the different labor markets within California. The site begins with a map of California and easy-to-use navigational tools for selecting geographic locations, data sources, and viewing the tables and graphs. As an added feature, users can copy and paste the tables and graphs into their own documents.

This site will be particularly useful for professionals in many disciplines such as welfare reform, job creation, job development, and School-to-Career activities.

## One-Stop Centers

### **Madera Opens One-Stop Facility**

Employment officials in Madera County are excited! They have just opened the doors to their new One-Stop facility - the Madera County Workforce Assistance Center.

The center is a collaboration of ten agencies sharing in the delivery of employment and training services. The Agencies housed in the Madera County Workforce Assistance Center are: the California Department of Rehabilitation, Central Valley Opportunity Center, Green Thumb Inc., Housing Authority of the City of Madera, Madera County Office of Education, Madera County Workforce Development Office, Employment Development Department, Madera Unified School District-Adult Education, and State Center Community College District. These agencies will provide a full range of services including: education, housing, training, job search assistance, employability and basic skills assessment, and employment opportunities. Employers will stand to have the greatest benefit with all the partners' resources available to them.

For more information on the Madera County Workforce Assistance Center please call Tracie Scott-Contreras, Assistant Director of the Madera Private Industry Council at (559) 673-7031.

For a comprehensive listing of One-Stop Centers in California, please visit <http://go.fast.to/one-stop>.

## Check It Out!

The resource materials listed below are available for loan from the ETN library. Please call (916) 654-8386 with your requests.

### JOB SEARCH

*New Careers in Trucking, A Partnership to Train Truck Drivers*, American Trucking Associations Foundation, Professional Truck Driver Institute, Mack (Video) (J1912-AV)

*Cyberspace Resume Kit*, JIST Publishing, Inc. (J1931)

*Cyberspace Job Search Kit*, JIST Publishing, Inc. (J1941)

*Preparing for Your Interview, Getting the Job You Want*, Crisp Publications, Inc. (J1935)

### ONE-STOP

*Building Your Competitive Edge, One-Stop Orientation Video*, Carson/Lomita/Torrance PIC (Video) (J1932-AV)

### AT-RISK YOUTH

*CNN/Multimedia University Academy*, Integrated Media Systems Center (Video) (J1933-AV)



### WELFARE-TO-WORK

*Welfare-to-Work, 4-part Video Series*, JIST Works, Inc. (J1949-AV)

### EMPLOYABILITY SKILLS

*Effective Networking, Proven Techniques for Career Success*, Crisp Publications (J1934)

*Business Etiquette & Professionalism, Your Guide to Career Success*, Crisp Publications, Inc. (J1936)

*Self-Esteem: The Power to Be Your Best*, National Press Publications (Video & Workbook) (J1938-AV)

*Thriving on Change, Turning Challenge into Success*, National Press Publications (J1939)

*Achieving Peak Performance On the Job*, Briefings Publishing Group (Video) (J1942-AV)

*Managing Stress Before It Manages You*, Briefings Publishing Group (Video) (J1943-AV)

### TRAINING

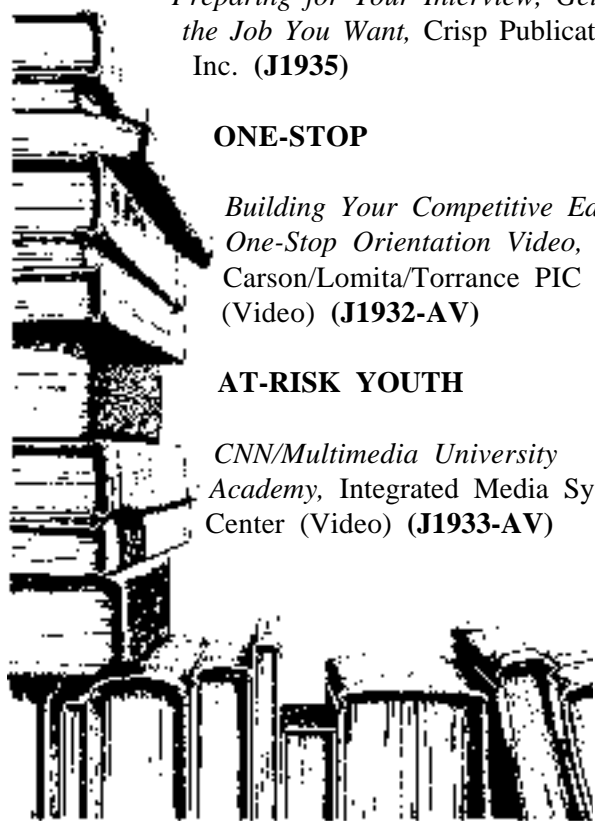
*Training Methods that Work, A Handbook for Trainers*, Crisp Publications, Inc. (J1937)

### INTERVIEWING

*Interviewing Techniques that Help You Hire the Best*, Briefings Publishing Group (Video) (J1944-AV)

### CUSTOMER SERVICE

*Communicating with Customers*, Communication Briefings (Video) (J1945-AV)



## APRIL 2000

<i>Monday</i>	<i>Tuesday</i>	<i>Wednesday</i>	<i>Thursday</i>	<i>Friday</i>
3	4	5	6	7
		<div> <b>WIA Working With Special Populations</b>  <i>Orange County</i> </div>		
10	11	12	13	14
	<div> <b>Welfare-to-Work Marketing Workshop</b>  <i>Los Angeles County</i> </div>			
17	18	19	20	21
	<div> <b>Service Delivery Area Quarterly Meeting</b>  <i>San Diego-</i>  <i>(916) 657-4610</i> </div>	<div> <b>California Workforce Association-</b>  <i>Spring Conference</i>  <i>San Diego-(916) 325-1615</i> </div>		
		<div> <b>California Association for Local Economic Development (CALED) -</b>  <i>11th Annual Spring Conference</i>  <i>San Diego-(916) 448-3811</i> </div>		
24	25	26	27	28
			<div> <b>WIA Working With Special Populations</b>  <i>Sonoma County</i> </div>	

\*For information on training in shaded boxes call Capacity Building Unit at (916) 654-9819 or visit [www.edd.ca.gov/jtpacb.htm](http://www.edd.ca.gov/jtpacb.htm)

# INFORMATION EXCHANGE

EMPLOYMENT TRAINING NETWORK  
c/o EDD/WID  
PO Box 826880 MIC 69  
Sacramento, CA 94280-0001

## THE EMPLOYMENT TRAINING NETWORK

### ***Resources for Job Training Partnership Act (JTPA) and Welfare-to-Work (WtW) Programs***

*Information Exchange* is published monthly by the Employment Training Network under the auspices of the Association of California School Administrators (ACSA), Foundation for Educational Administration (FEA). Funding is provided by the Employment Development Department, Workforce Investment Division (EDD/WID). The contents of this newsletter do not necessarily reflect the position and/or policy of the EDD/WID or ACSA, FEA which administers the Employment Training Network. Comments may be directed to Diane Coad, Editor, Employment Training Network, c/o EDD/WID, P.O. Box 826880, MIC 69, Sacramento, CA 94280-0001; Email - [dcoad@edd.ca.gov](mailto:dcoad@edd.ca.gov); Internet site: [www.trainingnetwork.org](http://www.trainingnetwork.org)

The Employment Training Network is an information dissemination project which provides one-to-one consultations, staff workshops and resources exclusively for California's Job Training Partnership Act (JTPA) and Welfare-to-Work (WtW) programs. Through statewide networking, the Employment Training Network staff is able to offer diverse technical services using consultants in a variety of JTPA and WtW related areas. SDAs/PICs and their contractors may benefit from the following services, free of charge:

- **consultant services** - to enhance staff's skills, knowledge, and motivation
- **program site visits** - staff reimbursement provided for travel expenses
- **resource library** - up-to-date books, manuals and videos in a multitude of topics on loan for three weeks
- **referrals** - to other employment and training programs
- **Information Exchange newsletter** - informative newsletter announcing upcoming workshops, new resources, etc.

The Employment Training Network technical assistance services are available upon request to SDA/PIC staff members or contractors operating JTPA and WtW programs. ETN staff: Diane Coad, Project Manager and Janine Cota, Administrative Assistant. **JTPA and WtW funded agencies may receive Employment Training Network services by calling (916) 654-8896.**

**EDD is an equal opportunity employer/program.**